

NITAAC Industry Advisory Council (IAC)
Marketing Subcommittee
RESULTS SUMMARY
May 9, 2006 Rockville, Md.

MEETING PARTICIPANTS: Linda Martin (NITAAC Outreach Support); Mary Alice Johnson (NITAAC Outreach Support); Geralynn Franceschini (Unisys), Pat DuLaney (GMRI), Kathryn O'Keefe (Anteon), Joyce Hunter (Ingenium)

SUBCOMMITTEE LOGISTICS

- 1) Charter Approved Charter from NITAAC web site
- 2) Subcommittee Members Approved a "rotating" Co-Chair position to a) provide back-up in case of absence of Chair, b) participate in IAC meeting to espouse subcommittee ideas & obtain feedback
- 3) Meetings Subcommittee will meet second Tuesday of every month from 10-11:30am at alternate locations (Unisys and NITAAC). Next meeting is June 13 at NITAAC (Linda Martin will secure NITAAC room)
- 4) Subcommittee Interaction w/Govt Affairs & Programs Subcommittee Chairs met and agreed on respective Charters and appropriate interaction

STRATEGIC DIRECTION

- 5) Subcommittee requests input re: strategic direction for subcommittee. What results is NITAAC trying to achieve this year and beyond? What are the largest pressure points? The Subcommittee suggests Victor Powers participate in the monthly meetings to provide strategic guidance
- 6) Review NITAAC Mktg. Strategy and Plan (goals and objectives)
- 7) Targeted Growth data: Obtain historical and projected revenue target/growth (% and dollar) by targeted customer agency. This should aid in measuring results.

VENDOR DISCUSSION

- 8) Communicate NITAAC Specific Priorities to Vendors: This will enable the vendor community to conduct more directed marketing (for example, with potential or existing vendor clients)
- 9) Conduct the NITAAC Quarterly meeting
- 10) Contract Competitive Analysis: Vendors are in a "real" situation where they do not see the real benefits of NITAAC's contract vehicles (ECSIII) over others (SEWP). One example is just the fees alone.

A comparative analysis of contract vehicles (such as SEWP) will help NITAAC in its marketing efforts. We discussed some elements of how the SEWP contract office manages their work (see below)

- a. SEWP – provides financial projections via web site, conducts monthly (and yearly) meetings with Prime Program Managers; actively conducts training directly to agency CIOs and COs (grassroots); conducts road shows; distributes marketing materials; more insight into funding mgmt. would be helpful
- 11) Benefits of Contract Vehicles: Many agencies are unaware of benefits on contracts. Customers need to see benefits of using one contract vehicle over another. They should be marketed to targeted agencies to various audiences. Marketing collateral should support this.
 - a. Bid picture contract issues should be address: One example of a "big issue" is a potential customer may have is the 2010 contract end date for CIO-SP2, particularly for large, complex programs. What do vendors tell their clients? What is the transition plan? Why use CIO-SP2 if work goes beyond 2010?
- 12) NITAAC Marketing Collateral – What specific material exists and what will be developed? Will the material be accessible via the NITAAC web site? Will there be cheat sheets to support the marketing material?
- 13) Current Customer Agency Marketing Surveys (ease of use, etc) – These are complex to develop and implement, however, can provide great insight to improve operations.

NEXT STEPS

- 1) Obtain strategic marketing direction via Victor Powers participation in monthly meetings
- 2) Obtain NITAAC feedback on issues discussed above and action items